



SWATI MEHTA

WEB DESIGNER | FRONT-END DEVELOPER

TOOLKIT

PHOTOSHOP CC	<div style="width: 100%;"></div>
ILLUSTRATOR CC	<div style="width: 95%;"></div>
DREAMWEAVER CC	<div style="width: 100%;"></div>
SKETCH	<div style="width: 80%;"></div>
BALSAMIQ	<div style="width: 95%;"></div>
INVISION	<div style="width: 90%;"></div>
WORDPRESS	<div style="width: 60%;"></div>
GOOGLE ANALYTICS	<div style="width: 20%;"></div>

KNOW-HOW

WEB/RESPONSIVE DESIGN	<div style="width: 100%;"></div>
E-MAIL CAMPAIGN DESIGN	<div style="width: 100%;"></div>
WIREFRAME & PROTOTYPE	<div style="width: 100%;"></div>
GRAPHIC DESIGN	<div style="width: 90%;"></div>
PHOTO-EDITING	<div style="width: 85%;"></div>
HTML5	<div style="width: 80%;"></div>
CSS3	<div style="width: 75%;"></div>
JS/JQUERY	<div style="width: 20%;"></div>
PHP	<div style="width: 15%;"></div>

RECENT WEB AWARDS

INTERACTIVE MEDIA AWARD

2015 Outstanding Achievement - Hotsson Hotel

WEB MARKETING ASSOCIATION AWARDS

2013 Outstanding Achievement - Lansdowne Resort, Suncadia Resort and Tokyo Station Hotel

2012 Outstanding Achievement - The Madison Hotel

43RD ANNUAL CREATIVITY AWARDS

Silver Award - Suncadia Resort

Honorable Mention - Destination Hotels & Weddings

W3 AWARDS

2013 Gold Winner - Destination Hotels & Weddings

2012 Gold Winner - The Madison Hotel



SWATIMEHTA.COM



DESIGN@SWATIMEHTA.COM

WORK EXPERIENCE

INTERNAL REVENUE SERVICE | WASHINGTON, DC

OCTOBER 2016 - FEBRUARY 2017

INTERACTIVE DESIGNER

- Lead design on the brand new responsive Account application that enables tax payers to check their balance, make payments and more.
- Worked closely with stakeholders, product, 508 and developers to ensure business needs and accessibility standards were met.
- Delegated design tasks and provided design direction to contracted designers on the project.

AMTRAK | WASHINGTON, DC

JULY 2014 - SEPTEMBER 2016

SENIOR WEB DESIGNER

- Lead new design initiatives on Amtrak.com by creating high-fidelity web, mobile and e-mail wireframes, mockups and prototypes.
- Worked closely with the Creative Director to refresh branding and re-design existing pages on Amtrak to improve overall user experience.
- In fiscal year 2015, my design efforts contributed to our team generating a 3.1% increase in revenue.

SABRE HOSPITALITY SOLUTIONS | BETHESDA, MD

JUNE 2011 - JULY 2014

WEB DESIGNER

- Created award-winning, responsive and mobile device-friendly web designs, email campaigns, and animated banner ads for over 40 hotels and resorts.
- Collaborated with developers on incorporating innovative CSS3 & Jquery interactivity into our web products for an engaging user experience.
- Provided one-on-one design support and recommendations to clients to improve their online presence and generate higher ROI.

THE AMERICAN INSTITUTE OF ARCHITECTS | WASHINGTON, DC

MAY 2010 - MAY 2011

DIGITAL DESIGN SPECIALIST

- Served as the sole designer on AIA's communications team and the subject matter expert for design needs in multiple departments at AIA.
- Developed and produced high-impact designs to support AIArchitect - AIA's digital campaign.
- Worked closely with various project managers, marketing directors to create innovative interactive products accessible on AIA.org.

GKA ADVERTISING | BETHESDA, MD

NOVEMBER 2007 - MAY 2010

WEB ART DIRECTOR

- Lead design and development for web, e-mail and banner ad projects from concept through completion.

EDUCATION

SCHOOL OF VISUAL ARTS | NEW YORK, NY

2003 - 2007

BACHELOR OF FINE ARTS | COMPUTER ART